

Crest

THE MARKET

The U.S. dentifrice market is highly competitive, fueled by improved benefits and new product introductions. According to the latest available statistics, the dentifrice market accounts for \$2.2 billion in annual sales and is growing at 3 percent annually. The market is segmented into base and premium, with base products offering cavity and tartar protection and premium products offering multiple benefits and whitening. The premium segment is driving category growth as consumers seek new and improved products.



whiten teeth in 14 days. The unique strip format conforms to the shape of teeth, utilizing the same enamel-safe ingredient that dentists use.

In April 2005 Crest introduced its first mouthwash, Crest Pro-Health Oral Rinse. The formulation is alcohol-free and has been shown in laboratory tests to kill 99 percent of common germs that can cause plaque, gingivitis, and bad breath — all without the burn of alcohol.

Additionally, in August 2011 the Procter & Gamble Company introduced the new Crest & Oral-B Complete product portfolio — a comprehensive

ACHIEVEMENTS

Crest has been a leader in oral care innovations since its introduction in 1955 and has been the leading toothpaste brand in the United States over the past 45 years. In 1976 the American Chemical Society recognized Crest with fluoride as one of the 100 greatest discoveries of the previous 100 years. In 1999 Crest was the first whitening toothpaste to receive the ADA Seal of Acceptance. In 2006 Crest received another ADA Seal of Acceptance for its Pro-Health toothpaste.

HISTORY

The development of fluoride toothpaste began in the early 1940s when Procter & Gamble started a research program to find ingredients that would reduce tooth decay when added to a dentifrice. At that time, Americans developed an estimated 700 million cavities a year, making dental disease one of the most prevalent U.S. health problems. In 1950 Procter & Gamble developed a joint research project team led by Dr. Joseph Muhler at Indiana University to study a new

toothpaste with fluoride. The study's startling results indicated that children ages six to 16 showed an average 49 percent reduction in cavities, and adults showed tooth decay reduction to almost the same degree. In 1954 Procter & Gamble submitted the results of its extensive testing to the American Dental Association. Test marketing of Crest with Fluoristan began in 1955. While initial sales were disappointing, Procter and Gamble moved forward with the national launch in January 1956. On August 1, 1960, the ADA reported that "Crest has been shown to be an effective anticaries (decay preventative) dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care." The response was electric. Within a year, Crest's sales nearly doubled. By 1962 they had nearly tripled, pushing Crest well ahead as the best-selling toothpaste in the United States.

In 2001 Crest revolutionized at-home whitening with the launch of Crest Whitestrips®, the first-ever patented strip technology designed to

offering of toothpastes, mouthwashes, toothbrushes, and flosses.

Crest provides oral health resources and education through product donation to dental clinics, first-grade and pediatrician education, and working with nonprofits like Operation Smile.

THE PRODUCT

Crest's heritage is grounded in the dentifrice market, but the company has expanded into many other oral-care product lines. It now offers a broad range of products for dental needs and conducts the nation's best-known activities on behalf of good dental practices among children.

RECENT DEVELOPMENTS

In fall 2010 Crest Pro-Health introduced Crest Pro-Health Clinical Gum Protection. The paste features a new, advanced formula that provides Crest's highest level of protection against the plaque bacteria that can cause gingivitis and, with regular use, is clinically proven to help reverse gingivitis in just four weeks. Following

Crest Major Moments

1955

Crest launches its first clinically proven fluoride toothpaste with "Look Mom — no cavities!" campaign.



1960

ADA reports that Crest effectively prevents tooth decay.



1976

American Chemical Society lists Crest's fluoride toothpaste as one of the great discoveries of the past 100 years.



1980s

Several ingredient breakthroughs fortify the trusted Crest brand with benefits like tartar control and cavity-fighting protection.

1990s

Crest adds the beauty benefit of whitening to its trusted oral-health formulas.

2000

Crest Healthy Smiles is established to improve the state of oral health.



2001

Crest launches Crest Whitestrips a revolutionary product in the whitening and oral care industry.





the launch of Clinical Gum Protection in spring 2011 Crest launched two more Pro-Health pastes; the first is Crest Pro-Health Clinical Gum Protection Invigorating Clean Mint toothpaste, which provides an invigorating clean mint flavor with advanced protection against the plaque bacteria that cause gingivitis. The second paste is Crest Pro-Health Sensitive and Enamel Shield Toothpaste, which offers sensitivity protection while guarding against enamel loss.

Crest Whitestrips revolutionized the teeth-whitening industry in March 2001 with the launch of the first-ever Crest Whitestrips Classic, an at-home tooth-whitening regimen that allowed Americans to obtain a smile up to three shades lighter at far less cost than expensive in-office treatments. Since then, Crest Whitestrips has evolved into one of the top at-home teeth-whitening solutions. In April 2010 Crest again revolutionized the category by launching its first whitening regimen, Crest and Oral-B 3D White collection, which includes Crest 3D White Professional Effects Whitestrips, Vivid Toothpaste, Multicare Rinse, and Oral-B 3D White Toothbrushes. Then in 2011 Crest broke ground once again offering the first Whitestrip that provides instant at-home whitening results with Crest 3D White 2 Hour Express Whitestrips and saw the need for a paste that whitened and strengthened tooth enamel, launching Advanced Vivid Enamel Renewal Toothpaste. Crest 3D White 2 Hour Express Whitestrips contain an innovative, thicker ingredient layer that provides significantly more enamel-safe whitening ingredient that whitens for two hours to deliver a whiter smile the very same day, and Advanced Vivid Enamel Renewal Toothpaste removes up to 90 percent of surface stains in just 14 days. When used daily, not only do users notice a whiter

smile, but also strengthened and rebuilt tooth enamel below the surface. With these two new products, at-home tooth whitening is faster and easier than ever; just two hours to get smiles whiter, and brushing twice daily to help keep them that way.

In August 2011 the new Crest & Oral-B Complete product portfolio began offering a comprehensive array of products that people can feel working. From cavity protection and whitening, to fresh breath and elimination of food odors and aftertaste, the products

in the new Complete collection help people check the basics, like oral-care routine, off their list.

New to the P&G Oral Care Complete family are Crest Complete Multi-Benefit Deep Clean and Crest Complete Multi-Benefit Extra White + Scope Dual-Blast toothpastes, as well as Scope Dual-Blast mouthwash. The Complete collection also includes many products that consumers are already familiar with, like Crest Whitening Expressions, Scope Outlast mouthwash, Crest Extra Whitening toothpaste, and Crest Plus Scope toothpastes.

Now families can make their oral routines easier with the introduction of the new Crest Complete Multi-Benefit Deep Clean toothpaste — providing the protection they need with an up-to-two-times-cleaner feeling and a signal telling them the whole mouth is clean. Its unique combination of ingredients — now with 33 percent more Silica than regular toothpaste and the unique Polyionic Complex made of three cleaning ingredients — leaves a lasting clean feeling after brushing.

Designed for people who want simple and effective products, new Scope Dual-Blast mouthwash and Crest Complete Multi-Benefit Extra White + Scope Dual-Blast toothpaste feature the unique dual-action technology that not only kills 98 percent of bad-breath germs but the rinse blasts away strong food odors, and the toothpaste helps to eliminate strong aftertastes so that they won't be noticed. The innovative Dual-Blast technology captures the odor-emitting volatile sulfur compounds (VSCs) from foods such as garlic and onions, helping to neutralize strong food odors in the mouth. In fact, consumers can feel new Scope Dual-Blast products working — allowing them to breathe easy after savoring the flavor of their favorite foods.

PROMOTION

Most recently Crest increased its social media presence by creating Facebook pages for Crest and Crest 3D White. As a result, Crest has successfully built an online forum where it can speak directly with consumers and consumers can directly communicate with the brand. The pages provide a digital space for Crest to reach influencers and to engage consumers through dynamic digital programming. Crest and Crest 3D White have both successfully used their pages to support ongoing programs through event information and invites, new product information and announcements, and videos and ongoing discussions with the consumer.

In June 2011 the Crest and Oral-B Life Opens Up advertising campaign launched to celebrate the confidence that comes from having a healthy mouth and showcases how, when engaging with others confidently in the world, the world opens up in return. The campaign consisted of traditional print, social and digital media, broadcast advertising, and notably a billboard in the Columbus Circle subway station in New York City. The Life Opens Up Project encouraged individuals to share their personal stories via a video contest to help fulfill their dreams.

BRAND VALUES

Crest is a brand that has continually pushed to improve oral health. Crest is among the most trusted household brands, a value reinforced by the continued recognition of its products by the American Dental Association. Crest's dream is to lead the way in the passionate pursuit of perfect oral health so that everyone can have a healthy, beautiful smile for life.

THINGS YOU DIDN'T KNOW ABOUT CREST

- Crest provides oral health resources and education to first-grade and pediatrician education, and works with various nonprofits in an effort to improve oral health so that consumers can engage in life confidently.
- Crest has a Twitter page where it continues to generate dialogue and respond to consumers, expanding its reach across the digital space.

2003

Crest acquires Glide floss and the number-1 dentist-recommended floss joins the Crest family. Crest launches Whitening Expressions, a line of whitening toothpastes with unique flavors that enhance the everyday brushing experience.



2005

Crest celebrates its 50th anniversary of bringing Healthy Beautiful Smiles to Life. Crest launches its first mouth rinse, Crest Pro-Health Rinse, that kills plaque, gingivitis, and bad breath germs "without the burn" of alcohol.



2006

Crest launches Crest Pro-Health, the first toothpaste to protect against all seven areas dentists check: gingivitis, plaque, cavities, tartar, sensitivity, stains, and fresh breath. Crest launches Crest Whitestrips Renewal in response to the ever-growing anti-aging trend.



2008

Crest launches Crest® Pro-Health™ Whitening Toothpaste to help consumers achieve a naturally whiter smile.



2009

Crest introduces Crest Whitestrips Advanced Seal. The groundbreaking adhesive formulation temporarily molds the strip to users' teeth, allowing them to easily talk and drink water for convenient whitening anywhere, anytime.



2010

The Crest and Oral-B 3D White collection (Whitestrips, toothpaste, mouthwash, toothbrushes), together provide noticeable whitening results in 1 day. Crest Pro-Health™ Sensitive Shield Toothpaste guards against teeth sensitivity while providing comprehensive protection for teeth and gums.

